

Ivan Pavlov

classical conditioning:

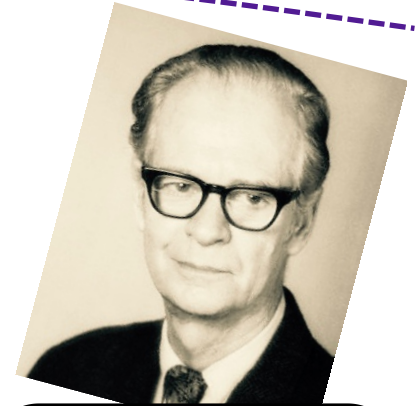
Paring NS + UCS = R

CS → CR



John B. Watson

Higher frequency of Stimulus → Reinforce,
strong Stimulus/Response



B.F. Skinner

Radical Behaviorism

Operant conditioning:

Stimulus- Response (S-R)

Learners are essentially passive, responding to environmental stimuli. Mental processes are not observable. It is not considered important.

All organisms learn in the same way.

Shaping, chaning, positive and negative reinforcements, punishment, scheduled reinforcement: contiguity and contingency.

Tabula Rasa

POSITIVE REINFORCEMENT



PUNISHMENT I



BEHAVIOR

NEGATIVE REINFORCEMENT



PUNISHMENT II



BEHAVIOR

BEHAVIOR

increases

BEHAVIOR

POSITIVE
persisting of stimulus

BEHAVIOR

decreases

BEHAVIOR

NEGATIVE
removing stimulus

BEHAVIOR

Learning is therefore defined as a change in behavior in the learner.